



# RideshareOnline.com

## Washington State's Ridematch Service

King County Metro  
Rideshare Operations

Presented by  
Cathy Blumenthal  
August 24, 2005

# Online Internet Service

(Hosted by King County Metro)

## Ridematch for the Commute and for Events

- Self-serve and operator assisted

## Rideshare Information

- Carpool
- Vanpool, including links to vanpool providers
- Park and Ride Lots



# How 15 Transit Agencies and the State Made It Work



# Ridematch System History

- Started in King County in 1973
- Served Puget Sound region from 1990 to 2004
- RideshareOnline.com introduced in 2001
- Adopted statewide by 15 counties in 2005



# Advantages of State Ridematch Service

- Commute trips are often cross-county
- Employers and commuters prefer “seamless” service
- Uses the same marketing literature, name and logo, “The easy way to ride or drive with someone else”
- Uses existing technology and costs are shared for support



# Getting There

- State approved purchase of vans to increase vanpooling
- WSRO Vanpool Team
- RideshareOnline.com - a tool to fill vanpool seats
- RideshareOnline.com - central website for promotions



# Pre-launch

- Training of new ridematch operators
- Changes to website and software
- Authorization for new operators
- Automated Survey



Welcome to RideshareOnline.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

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Address <http://www.rideshareonline.com/> Go Links »

# RideshareOnline.com

The easy way to ride  
or drive with someone else.

**Win a trip to Hawaii**

**Freewheeling**  
Extended until Oct. 31, 2005

About RideshareOnline.com

Carpool

Vanpool

Park-and-Ride Lots

**RIDEMATCH for your commute**

RideshareOnline.com provides you an easy way to find others who are interested in sharing their commute in a carpool or vanpool in Washington State.

**LOGON NOW!**

**RIDEMATCH to regional events**

RideshareOnline.com helps you find others who want to share a ride to a game, festival, or other public event in Washington State.

**LOGON NOW!**

**Commute Matching and Event Matching require separate registration.**

**RideshareOnline.com offers:**

- [Security, confidentiality](#)
- [Maps](#) showing approximate location of other commuters
- Over 1,600 [vanpools](#) for commuting to work or school
- Information [updated](#) regularly

VeriSign Secure Site  
Click to verify

You can also call to request a ridematch or receive information about carpooling/vanpooling at

Internet

Start | Inbox - Microsoft O... | Microsoft PowerPoi... | MTC -- News -- Pres... | Metro Online Home ... | Welcome to Ride... | 1:02 PM



RideshareOnline.com - Microsoft Internet Explorer

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Address <https://www.rideshareonline.com/commutematching/index.asp> Go Links

# RideshareOnline.com

HOME MATCH REGISTRATION ADMIN CONTACT US LOG OFF WEB POLICY ?

Email:  First Name:  Last Name:  Type:  ALL

## CONTACT INFORMATION 36424

First Name:  User Type:  CCR

Last Name:  Agency:  Metro Transit

Email:  Password:

Is this commuter an agency vanpool driver?  No  GIN:

### WORK ADDRESS

To insert your worksite information click on the 'WORKSITE LOOKUP' button below.

To find your Worksite click below  
**WORKSITE LOOKUP**

Company Name:

Address:

City:

County:  King

Zip Code:

State:  WA

Work Phone:   
(e.g., 206-625-4500)

Ext.

Public Release: ☒ for Work Phone

### HOME ADDRESS

Enter your home address and click on 'VERIFY ADDRESS'.

Address or Intersection:   
(e.g., 15670 NE 85th St or NE 85th St & 158th Ave NE)

City:

County:  King

Zip Code:

State:  WA

Home Phone:   
(e.g., 206-625-4500)

Public Release: ☐ for Home Phone

One phone number must be checked for public release. Phone numbers will only be released to Rideshare participants.

**VERIFY ADDRESS**

Click help (?) above for hints on finding your home

Start | Inbox - Micr... | Microsoft P... | MTC -- New... | Metro Onlin... | Rideshare... | Microsoft E... | Internet | 1:16 PM

**RideshareOnline.com**[HOME](#) [MATCH](#) [REGISTRATION](#) [ADMIN](#) [CONTACT US](#) [LOG OFF](#) [WEB POLICY](#) ?Email:  First Name:  Last Name:  Type:  Find**Matches for Cathy Blumenthal**

The numbered circles and squares on the map correspond to the matchlist on the right. You may need to scroll down to view the entire map or list.

**Matches From Home**[Show Destination](#)

Sorry, we didn't find any matches for this location.

**Park and Ride Lots around Home**

1. Overlake Transit Center  
156th Av NE & NE 40th St  
Redmond, WA
2. Overlake P&R  
152nd Av NE & NE 26th St  
Redmond, WA
3. South Kirkland P&R  
10610 NE 38th Pl  
Kirkland, WA
4. Bellevue Christian Reformed P&R  
1221 148th Av NE  
Bellevue, WA
5. Houghton P&R  
7024 116th Av NE  
Kirkland, WA
6. Redmond P&R  
8178 161st Av NE  
Redmond, WA



# Promoting RideshareOnline

- February 1 to May 27, 2005
- State CTR Performance grant awarded funds for the first time to WSRO
- Promotion included prizes and giveaways
- Agencies distributed posters and flyers to employers
- Website information



# Results of Promotion

- New ridematches increased 34%
- Hits to home page increased 30%
- Database growth - 6,594 to 9,067
- 9,521 participants surveyed
- 387 annual commute trips reduced from 2,095 respondents
- Cost per commute trip \$64.59



# Freewheeling Vanpool Campaign

- February 1 to October 31, 2005
- Collective effort of Vanpool Team and State
- Information and access to campaign hosted on [RideshareOnline.com](http://RideshareOnline.com)



Vanpooling: Public Vanpool Providers - Microsoft Internet Explorer

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Address <http://www.rideshareonline.com/vprovide.htm> Go Links >>

## Easy Steps to Vanpooling

### Step 1

[Pick a flexible time and place.](#)

### Step 2

[Choose your drivers and bookkeeper.](#)

### Step 3

[Complete your forms and get ready to hit the road.](#)

### Other Services



[You're on your way -- with all the help you need!](#)

### Public Vanpool Providers


[Print out these signs to post on your bulletin board:](#)  
[Vanpool Starting Riders Wanted](#)

## Public Vanpool Providers


Public vanpool providers are listed by county. Most public vanpool programs require that the commute trip has an origination or destination in the county providing the vanpool service.\*




[King County Metro](#)



[Community Transit](#) (Snohomish County)



[Pierce Transit](#)



Done Internet

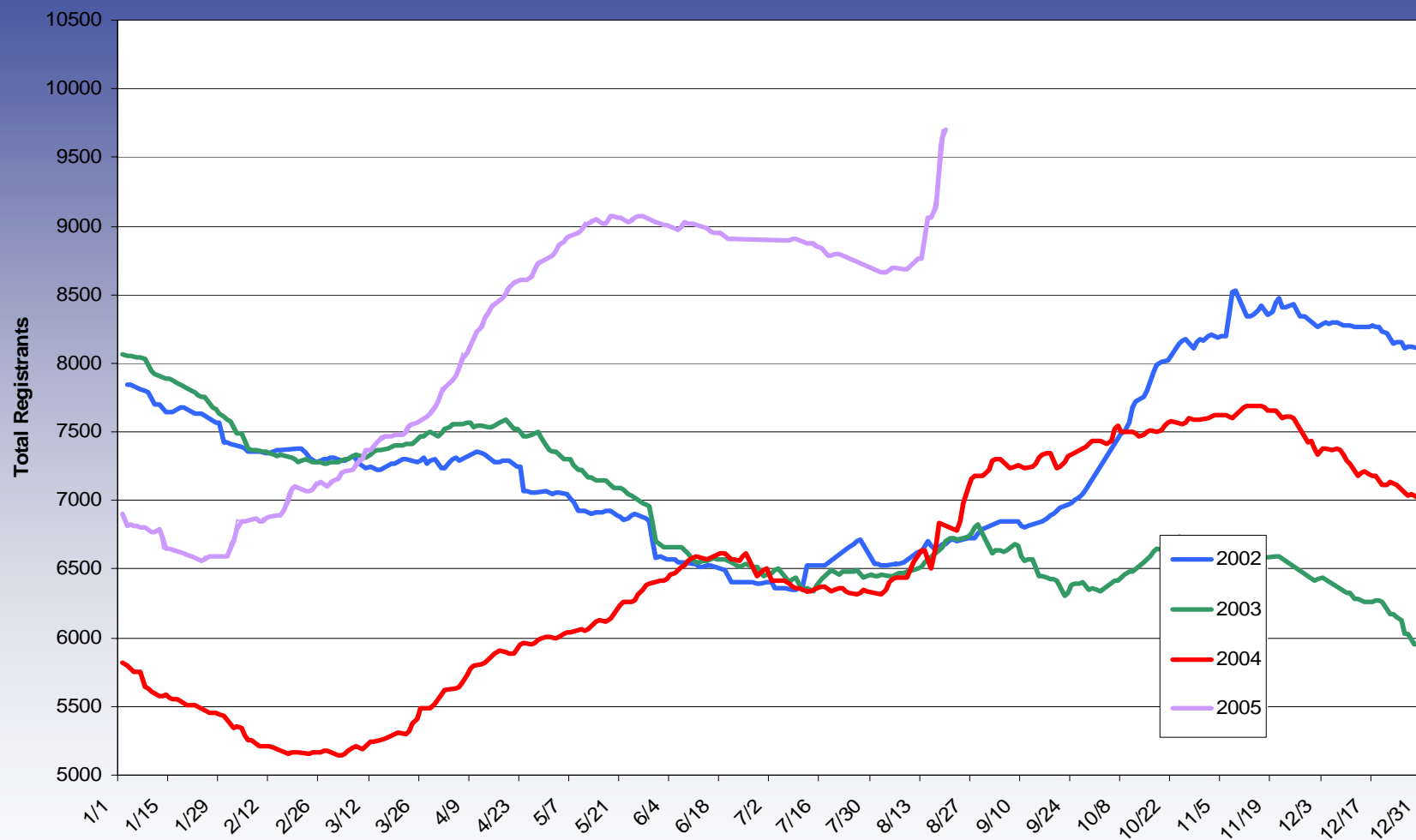
# Escalating Growth

- Ridematch and Freewheeling promotions
- “Cost of driving” and “save energy”  
chosen as top motivators
- Microsoft switches to  
RideshareOnline.com



# Ridematch Total Counts Comparison

Ridematch Total Counts Comparison





# Planned Enhancements

- Website improvements
- Web reports
- Improvements to benefit online and operator users



# Future Steps

- Program upgrade
- Seeking \$300 K for group carpool matching
- Specialized interfaces for school, community centers, businesses, etc to make carpooling easier
- Develop, install and market the program as part of the Oregon/Washington Trip Planning Project

